



Buy Detail Report

Date: 10/16/2012

11:31 AM

Client: Indiana Senate Democrats

Media: TV

Product: Tim Delaney District #30

Market: Indianapolis

Primary Demo: Adults 35+

Separation between spots: 30

Buyer: Laura Heape

Estimate: 1729

Description: Delaney #30: 10:18-10:24 TV

Flight Start Date: 10/15/2012 05:00 AM

Flight End Date: 10/24/2012 04:59 AM

Template Attached

Send Billing To: EchoPoint Media

407 N. Fulton Street

Indianapolis, IN 46202

Phone: 317.264.8400

Fax: 317.264.8401

103384

1758
add

Line No	Daypart Program	Daypart Code	STN Gross	Affiliation	Dur	Wks 10/15 10/22	Total Spots	Adults 35+	Women 35+
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Indianapolis

23	WTHR-TV MTUWTHF 5:30a-6:00a EYWT-SUNRS-530	EM	\$400.00	NBC	30	2	1	1.9	1.6
24	MTUWTHF 6:00a-7:00a EYWTNW SUNRISE	EM	\$650.00		30	2	1	3.8	3.8
25	MTUWTHF 7:00a-9:00a TODAY SHW	EM	\$700.00		30	2	3	4.0	4.8
26	Sa 7:00a-8:00a AVG. ALL WKS	EM	\$500.00		30	1	0	3.5	4.8
27	Sa 8:00a-10:00a EYWTN-WK SNRS2/EYWTN-WK SNRS3	EM	\$600.00		30	1	0	3.5	4.0
28	Su 8:00a-9:00a SUN TODAY-NBC	EM	\$500.00		30	1	0	3.7	4.5
29	Su 10:00a-11:00a MEET PRESS-SUN	WK	\$600.00		30	1	0	1.3	1.5
30	MTUWTHF 12:00p-12:30p EYWT NWS-NOON	DT	\$300.00		30	1	2	2.9	3.5
31	MTUWTHF 1:00p-2:00p DAYS-OUR LIVES	DT	\$450.00		30	1	2	2.1	3.5
32	MTUWTHF 3:00p-3:30p ELLEN	DT	\$400.00		30	2	0	2.0	3.3
33	MTUWTHF 3:00p-3:30p EYWTN-WK SNRS2/EYWTN-WK SNRS3	DT	\$250.00		30	0	2	2.0	3.3
34	MTUWTHF 3:00p-4:00p EYWTN-WK SNRS2/EYWTN-WK SNRS3	EF	\$400.00		30	2	2	3.9	5.5
35	MTUWTHF 4:00p-5:00p EYWTN-WK SNRS2/EYWTN-WK SNRS3	EF	\$550.00		30	2	1	2.8	4.0
36	MTUWTHF 5:00p-6:00p EYWT NWS-5:00/EYWT NWS-5:30	EN	\$900.00		30	1	1	5.8	6.5



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See News

Line No	Daypart Program	Daypart Code	STN Gross	Affiliation: NBC	Wks 10/15 10/22	Dur	Total Spots	Adults 35+ Rtg/CPP	Women 35+ Rtg/CPP
37	WTHR-TV MTuWThF 6:00p-6:30p EYWT NWS-6:00 Sun 6:00p-6:30p AVG. ALL WKS	EN	\$1,750.00	30	1	2	3	8.7	9.7
38	WTHR-TV MTuWThF 6:00p-6:30p EYWT NWS-6:00 Sun 6:00p-6:30p AVG. ALL WKS	EN	\$550.00	30	1	0	1	4.9	4.8
39	WTHR-TV MTuWThF 7:00p-7:30p WHEEL-FORTNE< JEOPARDY<	PA	\$1,450.00	30	1	1	2	\$112.24	\$114.58
40	WTHR-TV MTuWThF 7:30p-8:00p WHEEL-FORTNE< JEOPARDY<	PA	\$1,600.00	30	1	1	2	8.0	9.3
41	WTHR-TV MTuWThF 11:00p-11:35p EYWT-NIGHTBEAT<	LN	\$1,750.00	30	2	2	4	\$181.25	\$155.91
42	WTHR-TV Su 11:30p-12:05a Sun Live News to SportsCenter	LN	\$700.00	30	1	0	1	7.9	8.7
43	WTHR-TV M 8:00p-10:00p 8-9p AVG. ALL WKS	PT	\$3,000.00	30	0	1	1	\$202.53	\$183.91
44	WTHR-TV Tu 10:00p-11:00p AVG. ALL WKS	PT	\$3,000.00	30	0	1	1	6.3	7.1
Total Spots: 26 23								\$277.78	\$246.48
Total GRP/GIMP(Mil): 104.2 105.0								\$280.00	\$259.26
Total CPP/CPM: \$43,650.00								\$280.00	\$259.26
Total Cost: \$43,650.00								\$500.00	\$422.54
Total GRP/GIMP(Mil): 104.2 105.0								\$500.00	\$422.54
Total CPP/CPM: \$43,650.00								\$600.00	\$405.41
Total Cost: \$43,650.00								\$600.00	\$405.41

Add - 12:30 Sun 7-8a Sunrise 10/21 @ 500/det-3

Disclaimer: SEQUENTIAL LIABILITY POLICY: Client and EchoPoint Media agree to the American Association of Advertising Agencies definition of sequential liability for payment to the media. The agency shall be solely liable for payment of all media invoices if the agency has been paid for those invoices.

Signature: _____
Please sign & fax back for confirmation.

